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MAD

AUGUST 1997 **NUMBER 360**

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MAD (ISSN 0024-9319) is published monthly by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Periodicals postage paid at New York, N.Y., and at additional mailing offices. Subscriptions in U.S.A.: 12 issues \$24.00 or 24 issues \$45.00 or 36 issues \$60.00. Outside U.S.A. (including Canada): 12 issues \$30.00 or 24 issues \$57.00 or 36 issues \$78.00. (Canadian price has GST tax included.) Entire contents © copyright 1997 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 22345, Boulder, CO 80322-2345. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satire purpose to a living person is a coincidence.

Printed in U.S.A.



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*"Most people who ask for a minute of your time
have trouble timing a minute!"*

— Alfred E. Neuman



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MAD #361 ON SALE
AUGUST 19!

A TRIBE CALLED JEST

In "MAD Weighs the Pros and Cons" (Issue #355), you picture the Statue of Liberty kicking immigrants away. One of them is a Native American. As a Native American of the Pima tribe I've got to say I don't appreciate it since we were here first and you honkies took our land.

Gloria Munguia
Scottsdale, AZ

Gloria — Insensitive to Native Americans? Nothing could be further from the truth! We are die-hard Native Americanophiles! In fact, our favorite teams are the Atlanta Braves, the Cleveland Indians, the Washington Redskins and the Chicago Blackhawks! See ya in the tepee! — Ed.

OUR CREATURE PRESENTATION

I can't believe that you made fun of PETA ("PETard's Animal Rights Newsletter", MAD #356) As you know, PETA stands for People for the Ethical Treatment of Animals. I guess no one at your crappy magazine is sensitive to animal rights.

Marlene Hayes
New York, NY

Mars — Insensitive to animals? Nothing could be further from the truth! We are die-hard animalophiles! In fact, our favorite teams are the Philadelphia Eagles, the Detroit Tigers, the Miami Dolphins and the Chicago Blackhawks! See ya at the old steakhouse! — Ed.



EDITOR'S NOTE

In Issue #357 we incorrectly credited the writer of *Spy Vs. Spy*. The credit should have read Bill Janocha. Fa!



UMLAUT TO LEARN

A comment on the letter from Crystal D. Smith in MAD #355: It might surprise her (and a lot of German teachers) to know that the German letter "c" can umlaut.

J. Engelhardt
Braunschweig, Germany

Herr J — Umlaut thē E? What are you — a dummkopf? It sounds like you've been sitting around thē haus doing Jagërmeister shots mit Monkey Juicē chasers! See ya! — Ed.

MAD CELEBRITY SNAPS



Dave Gallo of Rehoboth, MA scores double bonus points for his Kodak moment with stage and screen star Whoopi Goldberg (notice she's on the cover)! Send us a picture of yourself and a well-known celebrity holding an issue of MAD and if we print it, you could win a three-year subscription just like Big Dave did! Whoopee!

MAD MUMBLINGS @aol.com

Beanie Babies scare me. — Playacr...This tight leather is chafing my legs. — BMio13...I'm afraid that if I don't get out of the shower soon, I'll eat my arm off! — GershonA...Cows give me the creeps. — Wisaguy@e-z.net...You know the road signs that say dip? It is me they're talking about! — MMudr/75388...I like to eat cherry cheesecake at exactly 3:28:23 a.m. — Mnmomad11...Does the goldfish have a toilet in that little castle of his? — InfernoJL1...I buy every issue, I don't spend my money wisely I guess. — Boba233371

HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 360, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

WINNER WONDERLAND

In issue #350 our free CD-Rom announced a contest inviting readers to become honorary members of "The Usual Gang of Idiots" by filling in the word balloon of the accompanying cartoon with their funniest one-liner. We are happy to announce the results:

The grand prize winner of the original artwork by MAD artist John Caldwell is Tony Pechota of Midlothian, IL! His winning entry is:



We also have 10 runners-up who will receive a one-year subscription to MAD:

"Here we go again, he's pretending to be AquaBob, the God of Water Dispensers." — Vernon Broome, Albany GA

"Wow! This guy sure goes to a lot of trouble to duck staff meetings!" — Barry Evans, Baytown, TX

"You think that's scary? You should be sitting when he pops out of the toilet!" — Donna Reifer, Newfoundland, PA

"Someone needs a vacation!" — Ken Collins, Littlestown, PA

"At least his office has a window!" — Ken Downing, Logan, UT

"My restraining order just isn't working!" — Kevin Ogden, Hartsville, MD

"Now there's a plumber who really earns his pay!" — Eric McGrath, Endwell, NY

"You're right! Prozac isn't helping!" — Sean Crews, Oceanside, CA

"What if I said meet me at the pencil sharpener?" — Jim Barclay, Manchester, NH

"He is the fourth one this week!" — Steven Newkirk, Mesa, AZ

50 third prize winners each received an Alfred E. Neuman cloisonne pin!

Congratulations to all our winners!

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AUGUST 19!

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AND RINGO WAS HIS NAME-O

I'm sooo mad at you! In issue #355's "Even still More Badly Needed Warning Labels for Rock Albums" you said the Beatles' *Anthology* had songs that even Ringo didn't think were good enough! Well, for your info, the songs on the *Anthology* are the same songs that were released on the LP, just in-studio versions of them. I have been a Beatles fan since I was eight (for six years now) and I feel very hurt whenever people criticize the best band in the world.

Ashley Nimmo
Cordova, MD

Nimrod —We meant no disrespect to the Fab Four. In fact, as a public service for Beatles fans everywhere we are pleased to publish the locations for Ringo's 1997 tour:

Hecky's Theatre-in-the-Round — Chinstrap, FL
Metropolitan Donkey Racetrack — Mount Muck, CO
Deer Tick Auditorium — Wamelsdorf, TX
George Bush Gardens — New Polyp, NV
Cardboard Civic Center — Infection, WY
Lunger Field — Cuppenluck, NE
Tom & Linda's Moveable Stadium — Neckband, ND
The Cockfight Arena — Gob Lake, GA
Carnegie Hall — New York, NY
Max Korn Rink — Potrzebie, NC
Uninspected Amusement Park — Upchuck, MO
The Castro Dome — El Gordito, Cuba
Ticket Scalper's Arts Center — Mulehead, VT

See you in the mosh pit! — Ed.

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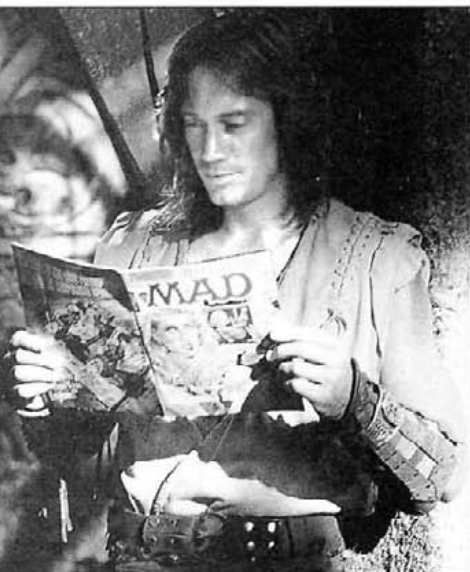
READ WHAT NO ONE IS TALKING ABOUT!



ECCH-
RATED
MAD 4!

ON SALE NOW AT
NEWSSTANDS EVERYWHERE!

Hercules star
Kevin Sorbo
enjoys our
spoof "Jerkules
and Zima" in
MAD #349. We
guess there's
not much else
to do in
New Zealand
anyway!



SORBO THE GREEK

I finally have arrived! I want to thank the talented staff of MAD for ripping away at the "Herk" show. I laughed till I cried, then I laughed some more.

When I started playing the role of Hercules three years ago, I told my co-star Michael Hurst that if we ever have MAD go after us it will be safe to say that we are a hit! This was a dream come true for me!

Congrats to MAD for the classy tradition and thanks again from an old fan.

Kevin Sorbo
Auckland, New Zealand



Have you ever been in solitary confinement? No? Well, you'll come pretty close to feeling what it's like when you're forced to sit through two hours of confusing prisoner hi-jinx in...

CORN AIR

ARTIST: ANGELO TORRES
WRITER: DICK DEBARTOLO

I'm Vern the Germ! I was on the FBI's Most Wanted List for kidnapping, murder, robbery, extortion and sleeping over at the White House WITHOUT making a major contribution to the Democratic National Committee! I'm serving fourteen consecutive life sentences, but I had a crackerjack lawyer — so I get a weekend off between each lifetime!


I'm Dieman Dug! I'm so tough, I had the continent of Africa tattooed on my chest over my heart! I also have a tattoo of the United States! I'll give you a hint where it is: When I sit down, my cheeks go from coast to coast — and guess where you'll find Texas! I'm serving time for blowing up thirteen innocent people! Actually, it was TWENTY people, but thirteen was all the Feds could re-assemble, so they wouldn't give me credit for the other seven! Man, are they incompetent!

I'm Billy Bedsread, a mass murderer! I gunned down 300 people attending a Sunday Mass! Then I made the mistake of stealing the money out of the collection plate! I think THAT was the thing that convinced the jury I'm not such a nice person!

I'm Baby Oh-No! My entire life has been nothing but crime and severe drug abuse! I've taken so many chemicals, the prison is required by law to label my bodily waste as "Toxic Material" before they ship it to New Jersey with other hazardous stuff and bury it near a school!

The
JAILBIRD





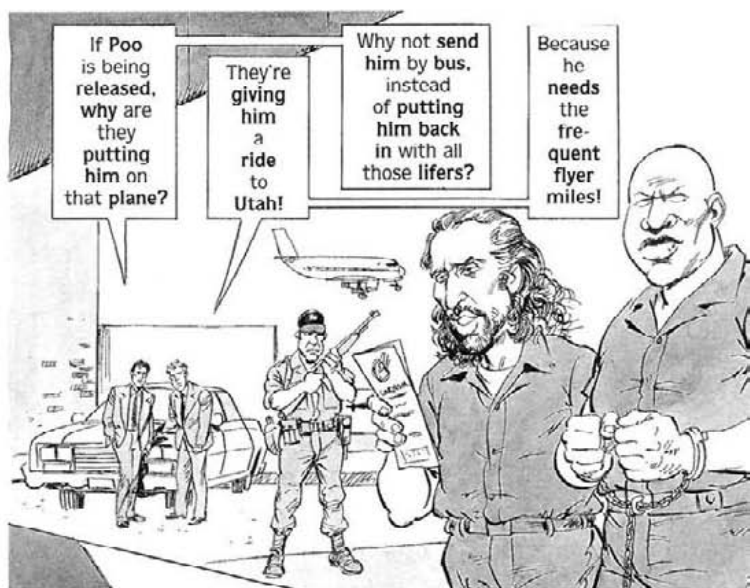
Mmmhmm! I'm Billy Bob Thornton, but you can jus' call me "Slingblade"! Mmmhmm! I'm not in this movie, but MAD didn't satirize my movie, so I reckon I gotta settle for this one-time appearance! Bye! Mmmhmm!

I'm the Merry Mangler! I've hacked up so many people I've been certified by the USDA as a butcher! I'm a hardened criminal, yet I was touched when a little girl gave me this doll! I will cherish it forever! Right after I cut it into a million itty-bitty pieces!

I'm Pool! My uniform says "Separatee" because I'm getting out! I can't wait to get home to see my five-year-old daughter! More than that, I can't wait to hear my wife's explanation! How could I have a five-year-old daughter when I've been in here for ten solid years — and no conjugal visits!

I'm Vince Barkin! I've got short hair, a serious expression, a plain suit, white socks and a clipboard — all the qualifications the government requires to be a top-notch U.S. Marshall!

These cons are the worst of the worst — murderers, rapists, extortionists, kidnappers, telemarketers! They're being transferred to the Utah Feelgood Penitentiary, a brand-new prison with no doors or windows! No one can ever get out! Problem is, no one can get in, either! Hopefully, they'll have that little problem solved by the time this planeload of lowlife scum arrives there!





Think you can land this thing?

I can put it down on a dime!

What about at an airport?

Sure! Just so long as you can get someone to drop a dime on the runway!

Poo, I've read your file! You're no killer! When you defended your wife from some thugs at a bar you wound up being charged with manslaughter! And even though your lawyer was worse than Chris Darden, you stuck with him! I learned a lot about you from that!

That I have a basic trust in people?

Nah! That you're really stupid! Which is why you're the one we chose to put his life in jeopardy by being our inside man back aboard that plane!



Check it out! We looted the Duty Free Shop, Germ!

Yeah, man, we stole tons of stuff!

Well, this is a full flight, and FAA rules say each of you will be restricted to two carry-on items that can fit under your seat or in the overhead compartment! If you carry on more than two items, they will have to be checked at the gate, and you will be shot!

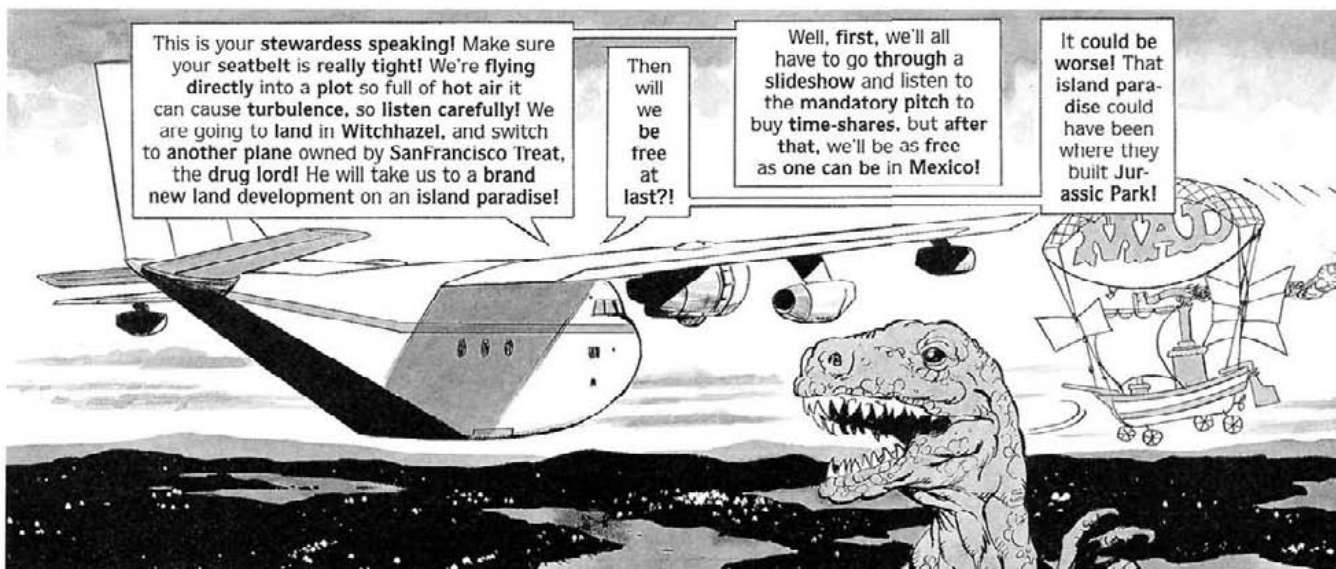


They're taking off again! Stop them!

Convict Air, this is the control tower! You are not cleared to take off! We have incoming traffic!

*R%\$#@ you! We're going anyway!

In that case, you are cleared... for a head-on collision!

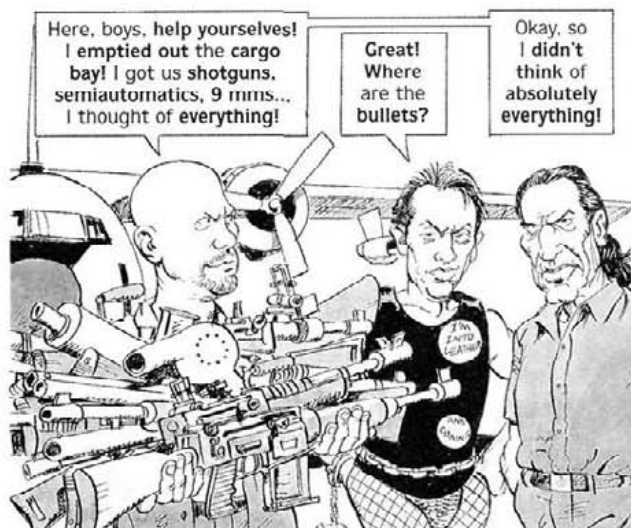
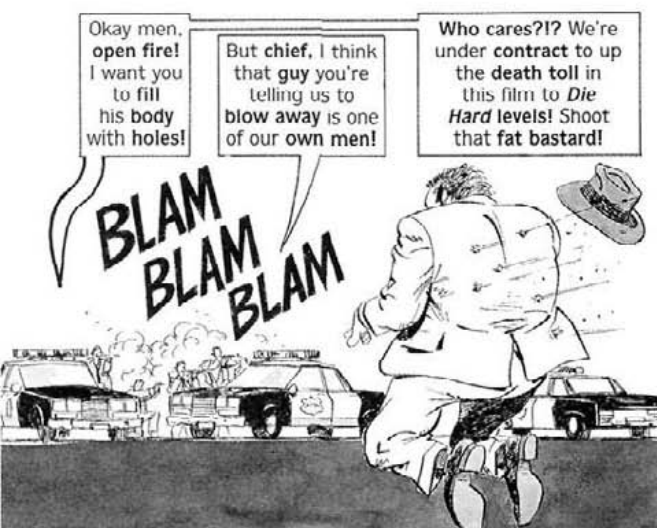


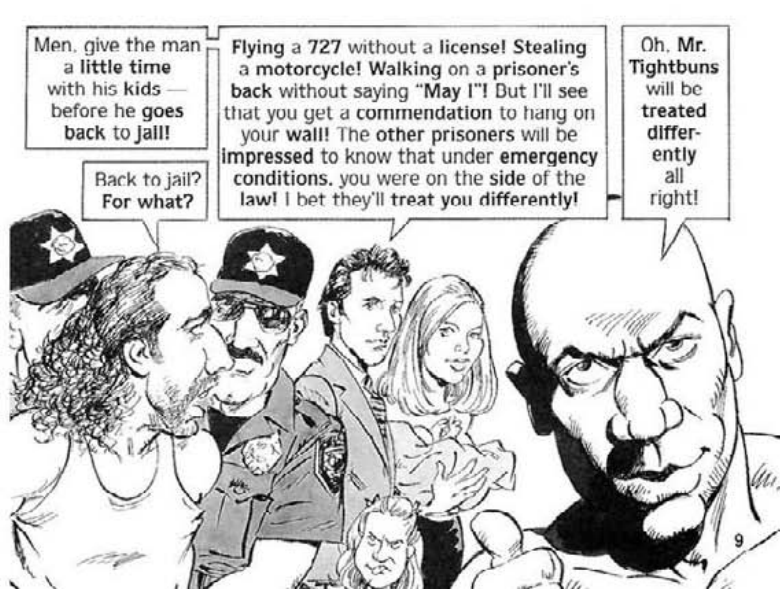
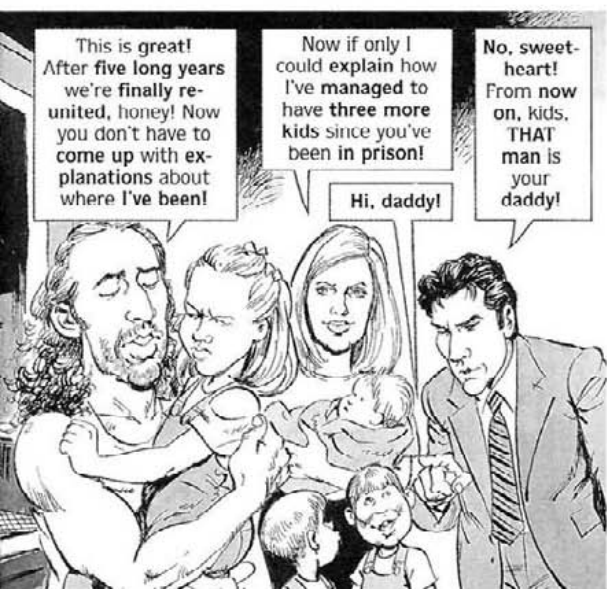
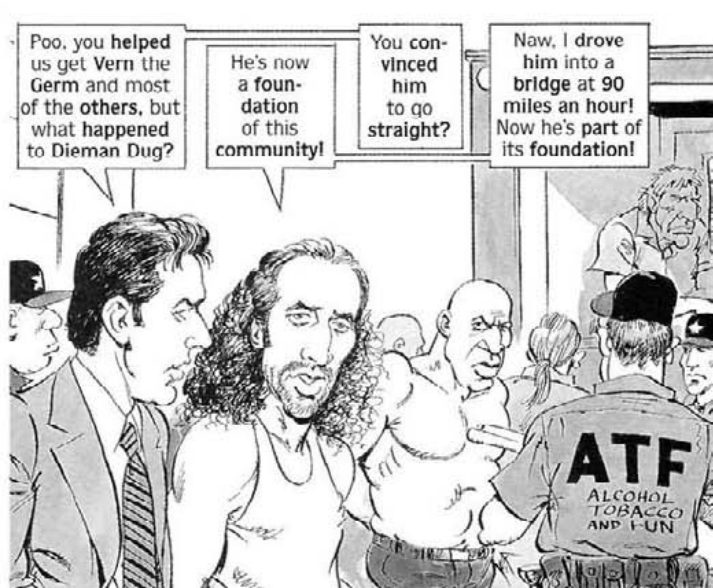
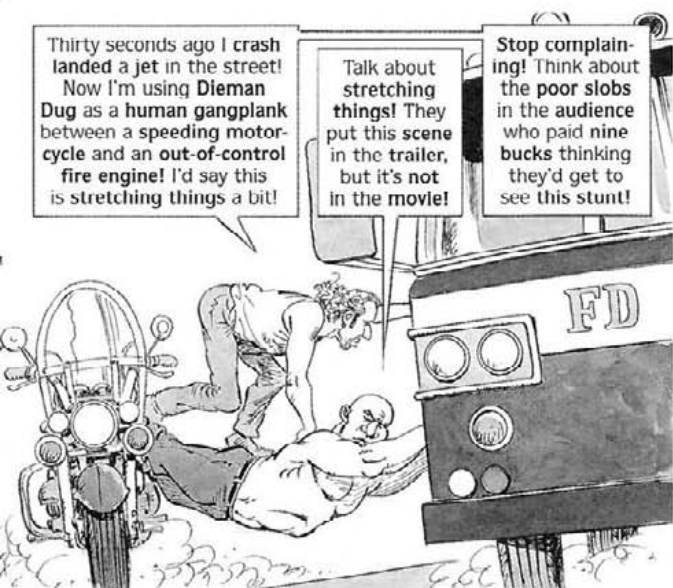
This is your stewardess speaking! Make sure your seatbelt is really tight! We're flying directly into a plot so full of hot air it can cause turbulence, so listen carefully! We are going to land in Witchhazel, and switch to another plane owned by San Francisco Treat, the drug lord! He will take us to a brand new land development on an island paradise!

Then will we be free at last?!

Well, first, we'll all have to go through a slideshow and listen to the mandatory pitch to buy time-shares, but after that, we'll be as free as one can be in Mexico!

It could be worse! That island paradise could have been where they built Jurassic Park!





MONROE & ...

Once again, it's time to join your newest, bestest buddy Monroe on another



Look! A clearance on acid washed! We'll get them really long and then let the hem down as you get taller! That way, they'll last for a few years!



THE SCHOOL CLOTHES

painful, torture-filled journey!



Thirty-five dollars?!?
I think we'll stick with the plain pockets! Excuse me, miss, where do we find them in extra short length?



So I said to myself, now why in heaven's name would he want basketball shoes? The last time he played he fell down on his bottom and oh, did he cry! Remember, Monroe?



Can we just go please?



I think we're all set. Now all you need is a new haircut!





GET THE FLOCK OUT OF HERE DEPT.

ONE FINE DAY AT THE CULT COMPOUND





COMPULSIVE RAMBLER DEPT.

We're sick and tired of people blasting Rosie O'Donnell for not being a hard-hitting talk show host! Okay, so some of her questions are soft enough to make Kathie Lee Gifford look like an investigative journalist! And maybe Rosie does kiss so much celebrity ass, she should use Preparation H for lip balm! But we know in our heart of hearts that the former Betty Flintstone can ask the tough questions of today's newsmakers, as you'll see when...

ROSIE O'DONNELL GRILLS SOME NON-SHOWBIZ GUESTS

NELSON MANDELA

Nelson, you spent a quarter of a century being beaten and starved in South African prisons. Did you have a radio and escape tunnel like they had on *Hogan's Heroes*?

To me, there is no uglier word than "apartheid." See, the audience agrees with me. So let's make it a **BETTER** word! *Apartheid, apartheid, bo-bartheid, banana fana fo fartheid, me mi mo martheid...*

In 1993, you split the Nobel Peace Prize with F.W. deKlerk, and I said, "Oh no! It's happened again! That's just like when Barbra Streisand had to split the Best Actress Oscar with Katherine Hepburn!" I mean, I am sorry. No offense to Kate, and I hope she comes on the show, but there is only **ONE** Streisand, and we are so darn lucky to have her! Hmm, I guess I made a little speech defending what I believe. Just like YOU, Nellie!



JOHN GOTTI

You had your boss shot down and took over the family. That reminds me of a little trivia — remember the name of Lucy's boss on *The Lucy Show*? Give up? Wait, I heard it from the audience! Mr. Mooney, that's right! You see, they always know!

It came out in court that innocent people got murdered by accident, based on your orders. That is **SUCH** a coincidence, because only yesterday, I totally forgot to say who the guests were before I went to commercial! So you see, everybody, even stars, sometimes make mistakes!

You just snapped your fingers, had other human beings killed, and a lot of people never got to say goodbye to the people they love. It's just like that episode of *M*A*S*H* — you know, remember the first one with B.J., where Hawkeye just misses saying goodbye to Trapper John by like **FIVE** minutes? Is that like the best show? I have every one on tape!





TIMOTHY McVEIGH

You're accused of snuffing out the lives of babies with glycerin and fertilizer. And speaking of fertilizer — pardon my French — how can Madonna WIN a Golden Globe, and not even get an Oscar NOMINATION? Where is the criminal trial THERE, hmm?

They say you lit the fuse just five minutes before the explosion, and ran. I get winded just walking through the curtains, y'know? Have you ever thought about doing an exercise video?

You were so close to the devastation that the blood and smoke got into your clothes. Did you try cold water and lemon juice?

CHARLES MANSON

You claimed to hear secret messages in Beatles songs, so what did you think about that Beatles reunion? Wasn't that new song great?

Hey, remember that old Almond Joy commercial — *sometimes you feel like a nut, sometimes you don't!* C'mon, Charlie, sing!

You ordered the slaughter of innocent people, including a woman who was eight months pregnant, and bathed the walls of their homes in hot blood! So I gotta ask — what makes Charlie Manson cry?



LOUIS FARRAKHAN

Love, love, LOVE the bow tie, Louie! Did you get the idea from Yogi Bear?

I just want to say that I would have been SO against that whole slavery thing!

You've been quoted as hating whites, hating black traitors, hating the Jews. You know what I hate? Cell phones in the movie theater! Totally annoying, am I right? People, take it out to the candy counter, and let me watch my Tommy, okay? Thank you, next!





SADAM HUSSEIN

Sing with me, Sad! Let me tell you 'bout *Abab the Arab*, the sheik of the burning sand! Okay, I'll sing, and YOU do the camel noises!

You tricked your own son-in-laws into returning to Iraq, just so you could have them killed by assassins! That whole violence thing is so big these days. Big, big, BIG! It's just ca-ra-zy! Have you ever met Quentin Tarantino?

Your army opened up Kuwait's oil pipes and drained them into the Persian Gulf, intentionally causing incredible ecological damage. So I guess you're more of a "country person" than a "beach person," huh?

MOTHER TERESA

You've dedicated your existence on this planet to helping the starving. For me, starving is when I have to eat regular Oreos instead of the Double-Stuff! HA! Joke, people!

This is going to be so awesome — after this special facial makeover, you are going to look 85 again!

Now, Terry, somebody told me you like to wash people's feet. See, the audience knows what's coming. I hope you don't mind, but my producer picked three people from the audience, I got your soap right here — LET'S BRING 'EM OUT!



THE UNABOMBER

You've been fighting a battle against the forces of technology you say have doomed our society — hey, how about the clock on my VCR? 12:00, 12:00, 12:00...don't you HATE that?

Now you're looking at spendin' the rest of your life in a 10-by-12 cell, all because your brother turned you in! I guess you've got one of those Wally/Beaver relationships, huh?

You're an expert on bombs — what did you think of *Showgirls*?





THE DROOLING CLASS DEPT.

MAD has always appealed to the sophisticated, culturally elite literati who appreciate the fine, transcendentalist nuances of language and far-reaching aesthetics. But we're always trying to broaden our appeal, so here's something for all you monster truck-drivin', CB-squawkin', Nashville Network-lovin', *Dukes of Hazzard*-watchin' folks out there! Take a gander at the sights and sounds of . . .

RENT



After an exhaustive search, the Dickbirds discover oranges are no longer shipped in wooden crates, thus dashing their dream of someday owning matching furniture.



Judd Holcomb accidentally discovers that condoms last longer if you stop the washing machine before the spin cycle.



Annabelle Rickets rejoices as she finds a crisp new matchbook to pick her teeth with.



Harriet and Bork Linseed thrill their neighbors with the story of how they went to Burger King THREE TIMES in one week — once for a wedding, once for a 50th anniversary party and once for a wake.

WINECKUSA



Homer Cleavon watches *Smokey and the Bandit* for the 600th time, passing Uncle Ed for the number three spot on his family's all-time viewership list.



While making out with his girlfriend, Ed Dobby is oblivious to the fact that the beauty mark he's so fond of kissing is actually a tick deeply embedded in her neck.



First-grader Tyler Mayhem receives a reward for a good report card — his very first canister of chewing tobacco.

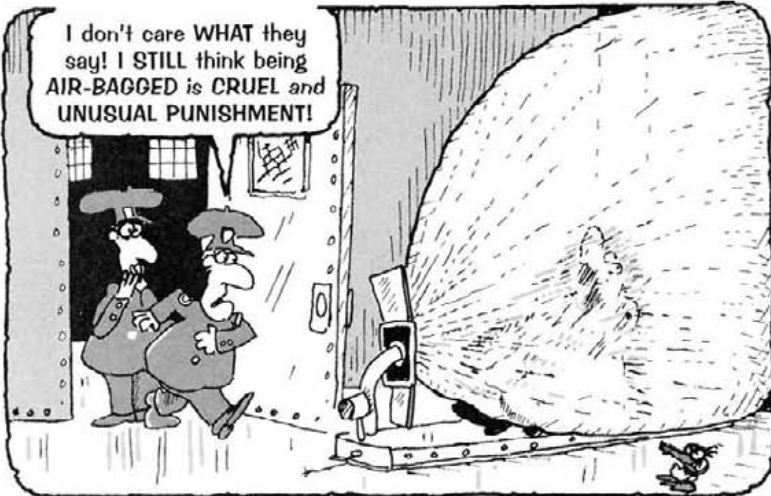


Upon learning of her pregnancy, Jen Brickson vows that she will drink only light beer until she gives birth.



After wooing her with a fresh bottle of Zima and a box of Ho-Hos, Elden Hockle finally gets to Second Base with his sister, Myrna.







Hello, this is Kurt Older of MTV News! You may have seen my hard-hitting interviews, like the one with Courtney Love where I actually got her to admit she used drugs! But my main function at MTV is to appeal to the 37 Boomers watching who *still* haven't gotten the message: "MOVE YOUR SAGGIN' BUTTS DOWN THE DIAL TO VH1!"

I'm Tabitha Moron! First off, I'm not Kurt's granddaughter! Second, for like the billionth time, I wasn't the one who asked Bill Clinton in 1992 whether he wore "boxers or briefs!" It took some blonde surfer chick in our studio audience to come up with a question that good! So, with credentials like ours, it's only natural that MAD should come to us after all the real journalists turned them down, for...



A MAD CYBERVISIT TO AMERICA *Onhold*

Steve Nutcase, you're the President of America Onhold and —

Wait a sec! Lemme turn the meter on!

You're charging us \$2.95 an hour to interview you?!!?

No, no — I'm kidding! I only keep this around as a souvenir of the Good Ol' Days!

Huh? The Good Ol' Days?

Yeah, the Good Ol' Days before December '96 when we had to switch to these flat rates — all because of some nasty rumor that our subscribers were unhappy paying \$2.95 an hour!

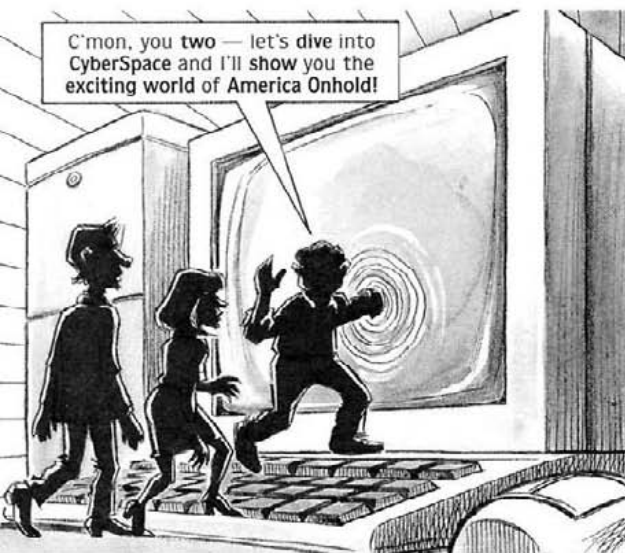
Who was spreading a rumor like that?

Probably the couple hundred thousand of 'em quitting the service every month!



ARTIST: SAM VIVIANO
WRITER: MIKE SNIDER

SAM VIVIANO 19





Ah-hah,
so you
prey
upon the
lonely!

No, in fact, nothing warms
the cockles of my heart like
hooking up two or more lonely
people...and then charging them
all \$19.95 a month! Hee hee!

Hold on! Something's slowly
starting to dawn on me: this
whole thing is just a big money-
making scheme, isn't it?

DUH!

Dim bulb of a
granddaughter
you got
there, Kurt!

How would you like the
knee of an embittered
wash-out right in
your cybernads!

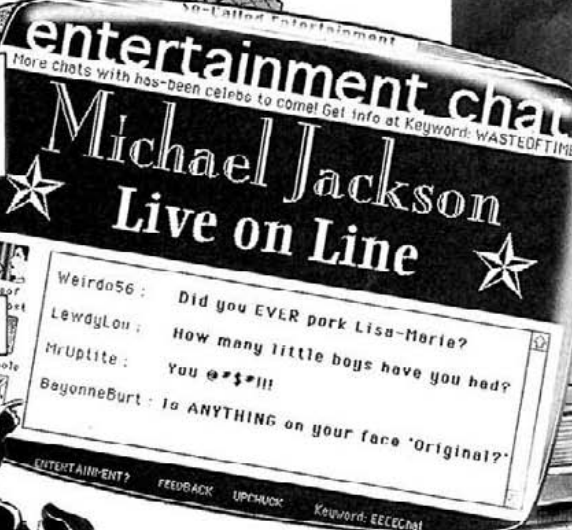
?



Here's one of the
Celebrity Chats we're
famous for, where
thousands of fans can
talk live with a big star!

Thousands
at the same
time? How?

See, they all type in
their questions...



...and then,
our Online
Moderator
selects the
best ones
and relays
them to the
celebrity!

When is
your next
album
coming
out,
Michael?

That
was one of
the best
questions?

Sure! If you
define "best"
as "least
likely to
offend, so
the celebs
keep coming
back on!"



You're not seriously
going to try to
defend that as
being worth
\$19.95 a month!

Hey, if it means
money in my pocket,
I can defend anything on
America Onhold —
except this! Yecch!!



(ulp!)... Kurt...
get ready for
"My lunch
UNPLUGGED!"



Actually, that travesty notwithstanding, we do carry online versions of your favorite national periodicals...

...as long as your favorites are *Scientific American*, *The New Republic* and *Saturday Review*!

Why don't we take a look at one!



This is over a year old! And most of it isn't even there! How can you say it's the same as the print version?

Listen, the way the U.S. Postal Service operates, you can't tell me someone isn't just getting this issue 14 months late with half the pages ripped out!

You have a point there!



You sparked a big controversy last year when you wouldn't allow subscribers to post messages in Spanish!

I'm glad to say that we've reversed that policy!

Oh, you realized how culturally insensitive it was?

No, how corporately idiotic it was! There are millions of Spanish-speaking PC owners with \$19.95 burning holes in their pockets! Plus, the next time a parents group yells about sexually explicit talk in our chat rooms, we can just say, "No hablo español!"

What's really behind the public's fascination with online services?

I think it's because we offer folks a chance, if only for a little while, to escape from the real world!

That's funny, from what I've seen, they aren't "escaping" anything!



There's tons of junk mail just like the real Postal Service...

...overpriced crap for sale just like at real shopping malls...

...and liars and posers just like in the real world of romance!



I've heard that some subscribers spend hundreds of hours a month online! What could possibly keep them on so long?

You mean besides the scintillating chat room discussions? Well, there's downloading!

Downloading what?

L-I-I-long software programs, huge picture files, memory-hogging video games — in fact, anything we put out there that they don't already have!

I'm guessing that there's one thing that ALL of them don't have!

Oh yeah? What is that?

A life!

Do you have any problems with hackers, flammers, spammers and other troublemakers?

No problem whatsoever! As long as they pay their \$19.95 a month like everyone else!



Aren't you worried about hackers like Kevin Mitnick, who allegedly stole 20,000 credit card numbers from one of your competitors' databases?

Pssh! My subscribers' card numbers are accessible to someone far more dangerous than him!

You're kidding! Who could that be?

ME!!

That brings up the fact that your billing practices are being investigated by the Federal Government!

Government Investigations?! HA! If they couldn't nail the Clintons, they'll never get me!

What about the class action suit by subscribers claiming that you over-charged them?

I've settled that! Each of the plaintiffs got one free hour on America Onhold!

What a deal! You "give" them something that costs you nothing —

Plus I get to keep all the money I originally over-charged! Is our legal system the greatest or what?



No offense, Steve, but I hope you have a bodyguard, with all the enemies you make!

Yeah, we were just discussing all the angry subscribers we seem to have, and what to do about it!

How about: Stop doing things that make them angry!

I came up with an even better idea: "If you can't fight 'em, charge 'em!" I predict this'll be our most popular site ever!

After this interview, so do I!

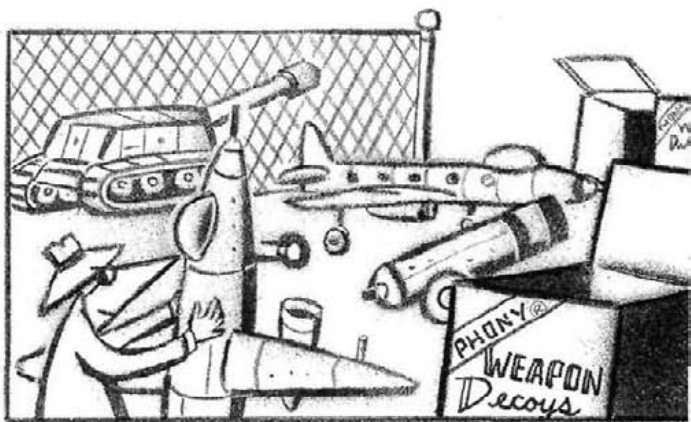
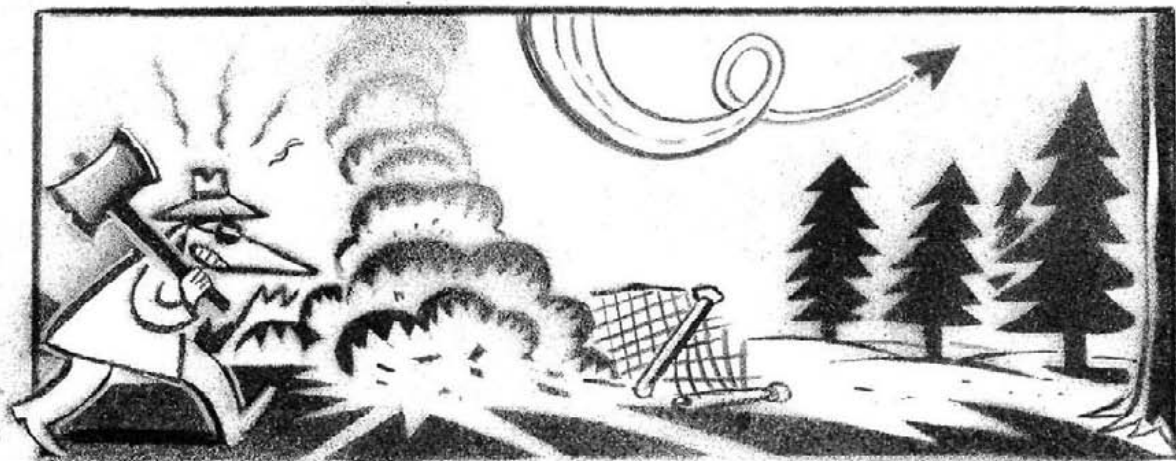
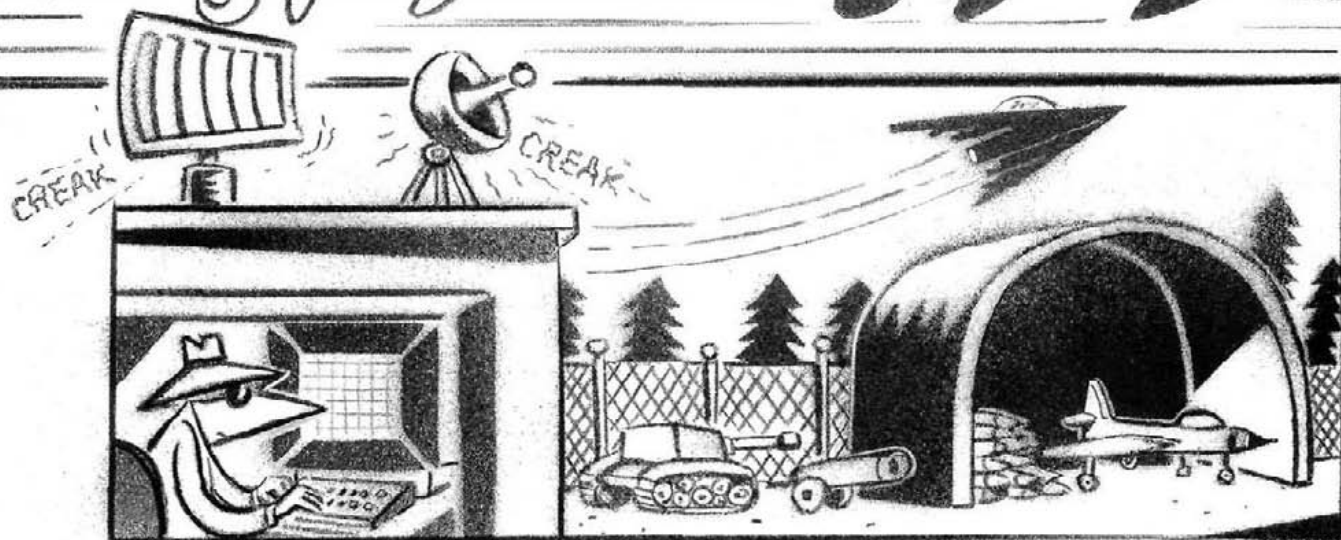


CLICK HERE for NEW reasons to hate AMERICA ONHOLD

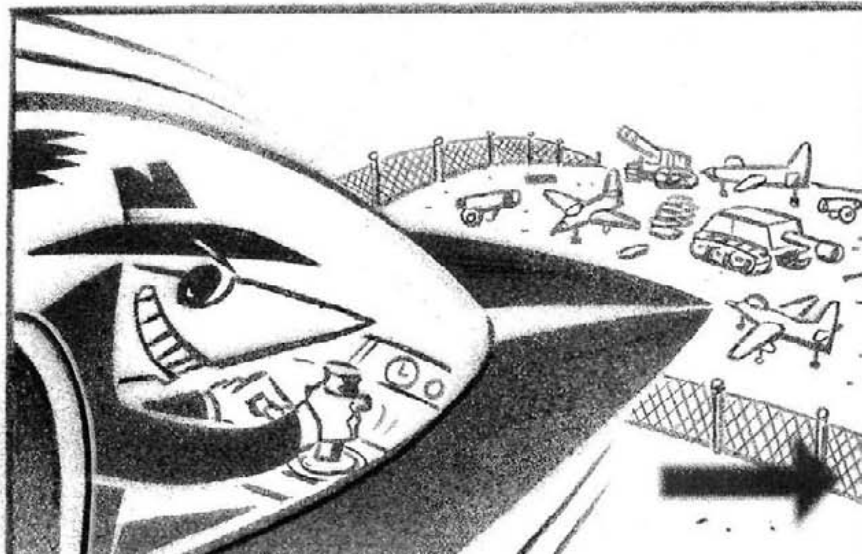
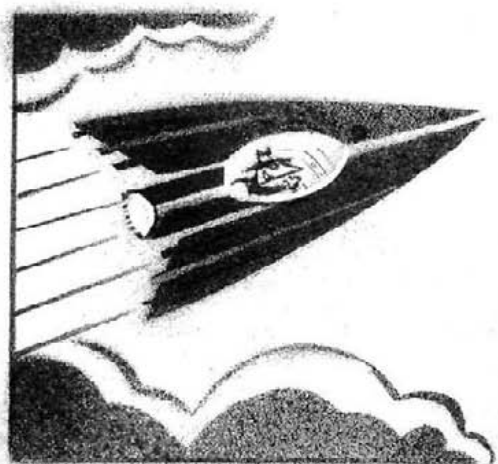
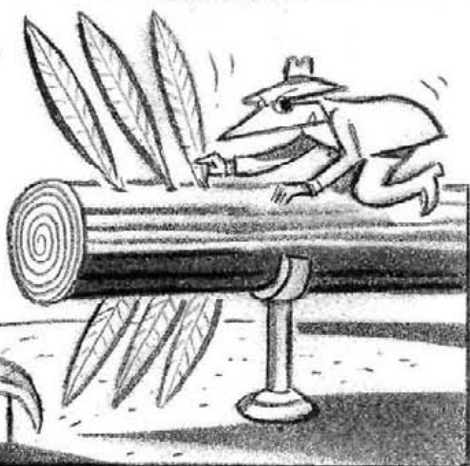
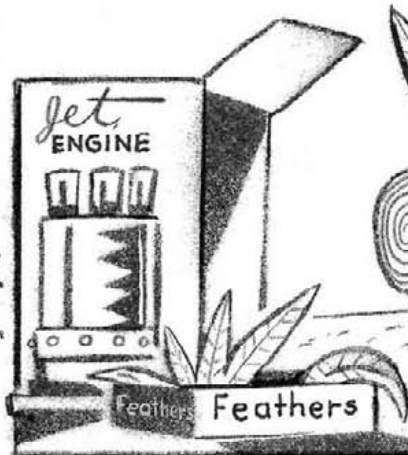
This Site OVERLOADED Try again later!

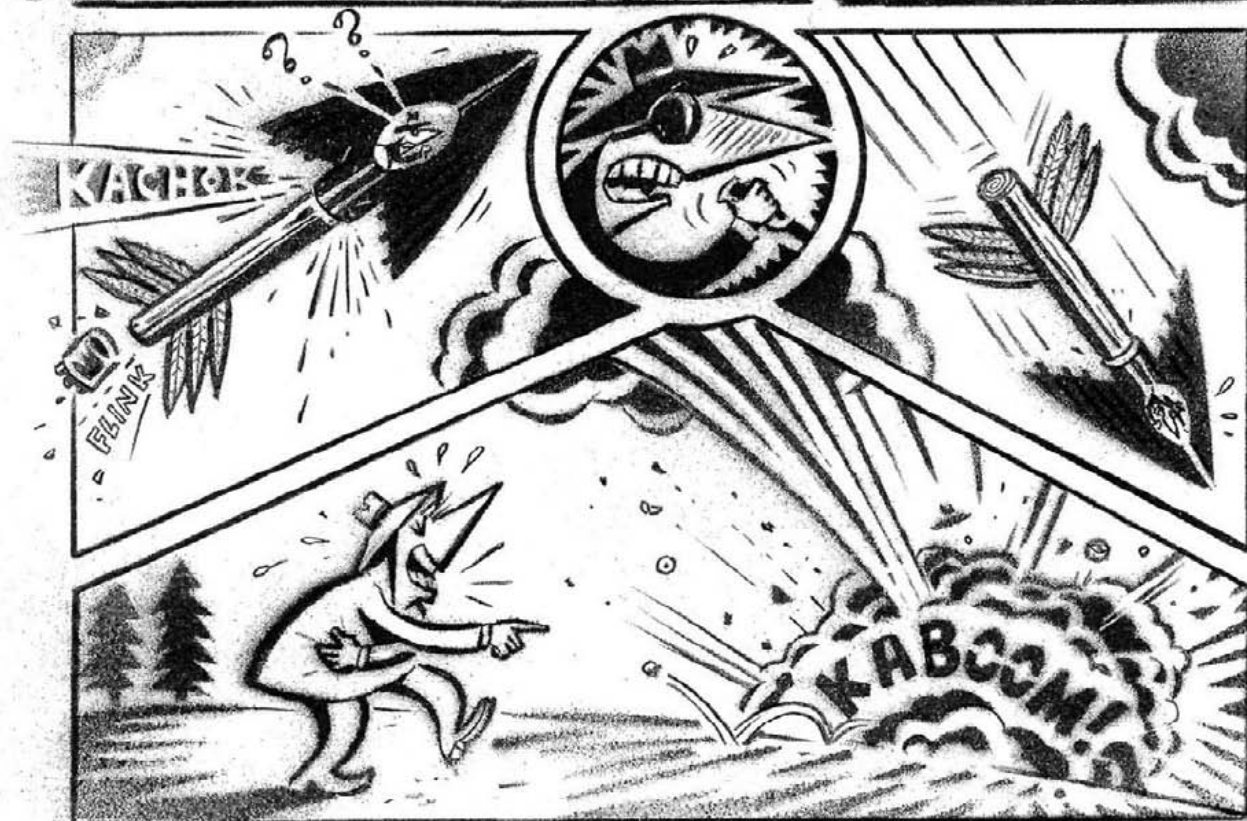
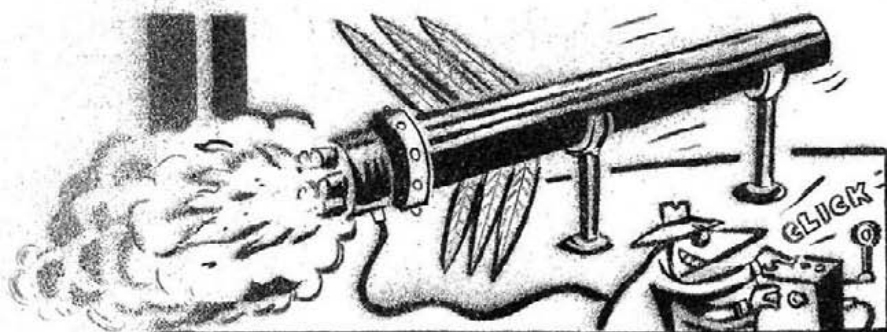
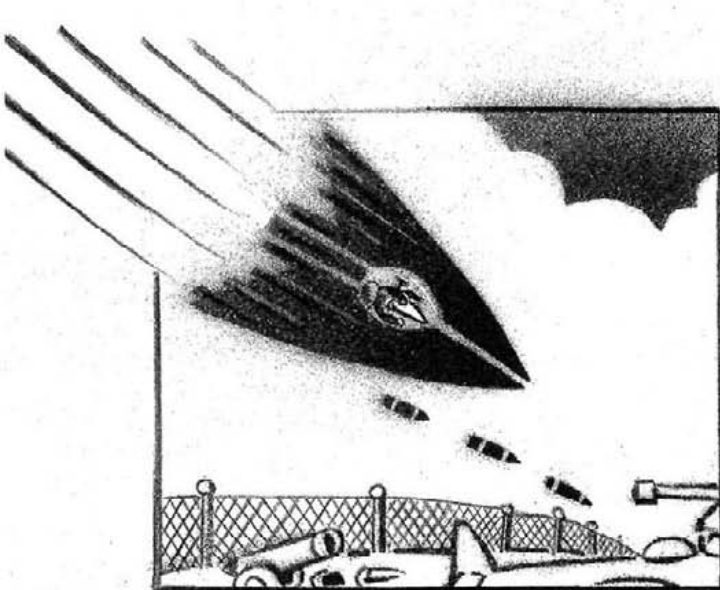


SPY VS SPY



ROOF/R

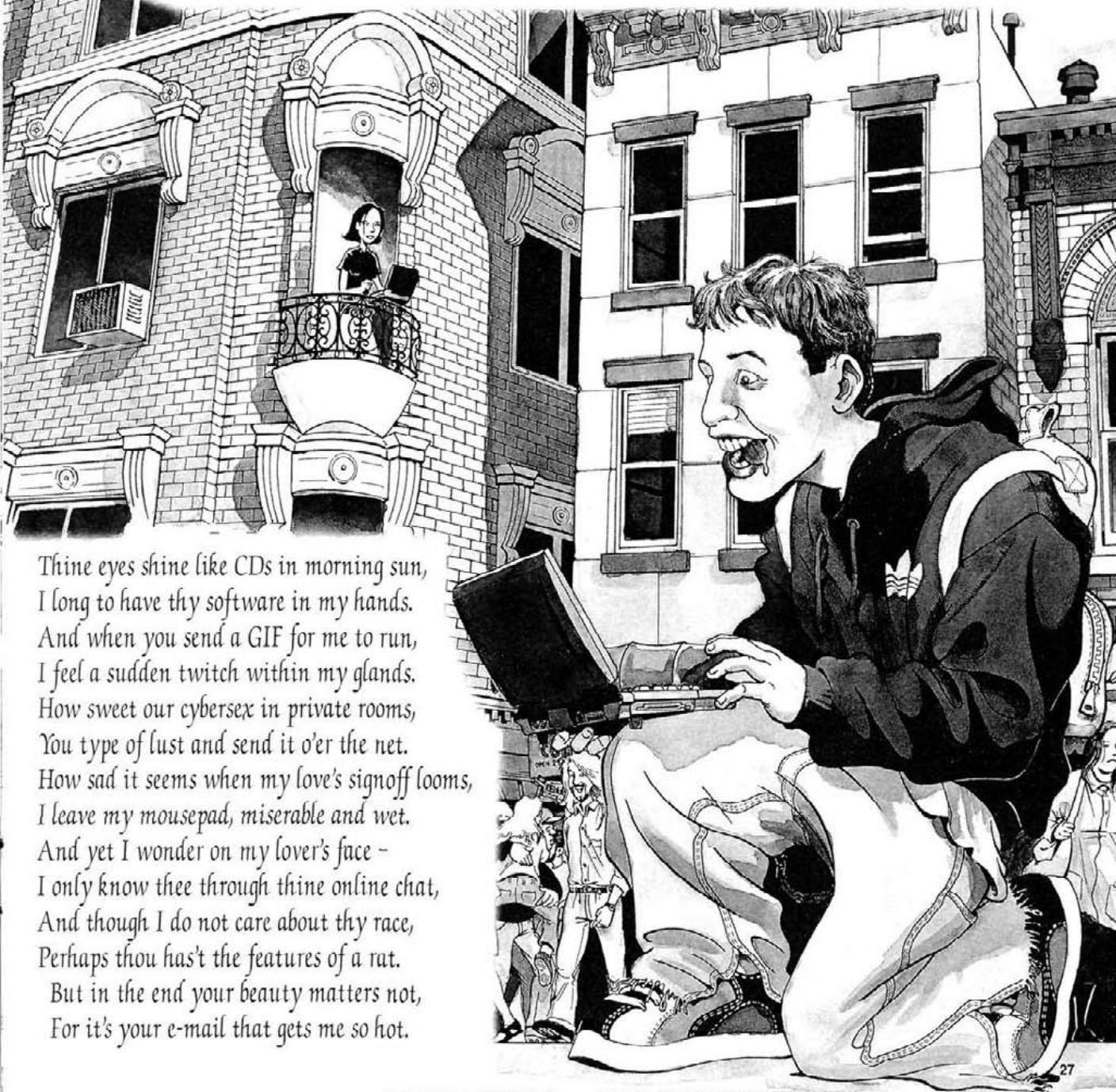






Between the years 1593 and 1600, William (or Willy, as we call him) Shakespeare wrote 154 sonnets. For those of you who slept through your English classes, Shakespearean sonnets are 14 line love poems. And though some are still quite memorable (could you forget the classic "Shall I compare thee to a summer's day?"), they're a bit dated — almost 400 years dated! So we've remedied this situation with MAD's...

Shakespearean Sonnets for Modern Lovers

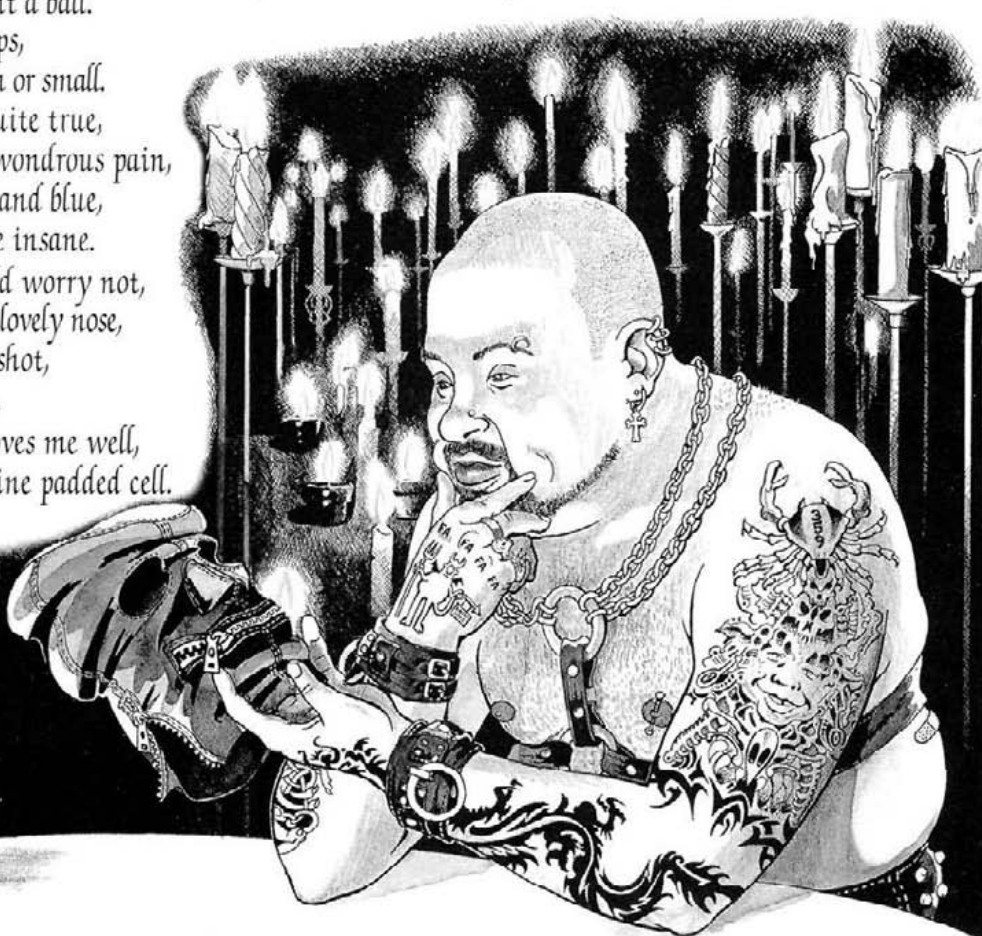


Thine eyes shine like CDs in morning sun,
I long to have thy software in my hands.
And when you send a GIF for me to run,
I feel a sudden twitch within my glands.
How sweet our cybersex in private rooms,
You type of lust and send it o'er the net.
How sad it seems when my love's signoff looms,
I leave my mousepad, miserable and wet.
And yet I wonder on my lover's face —
I only know thee through thine online chat,
And though I do not care about thy race,
Perhaps thou has't the features of a rat.
But in the end your beauty matters not,
For it's your e-mail that gets me so hot.

Shakespearean Sonnets for Modern Lovers

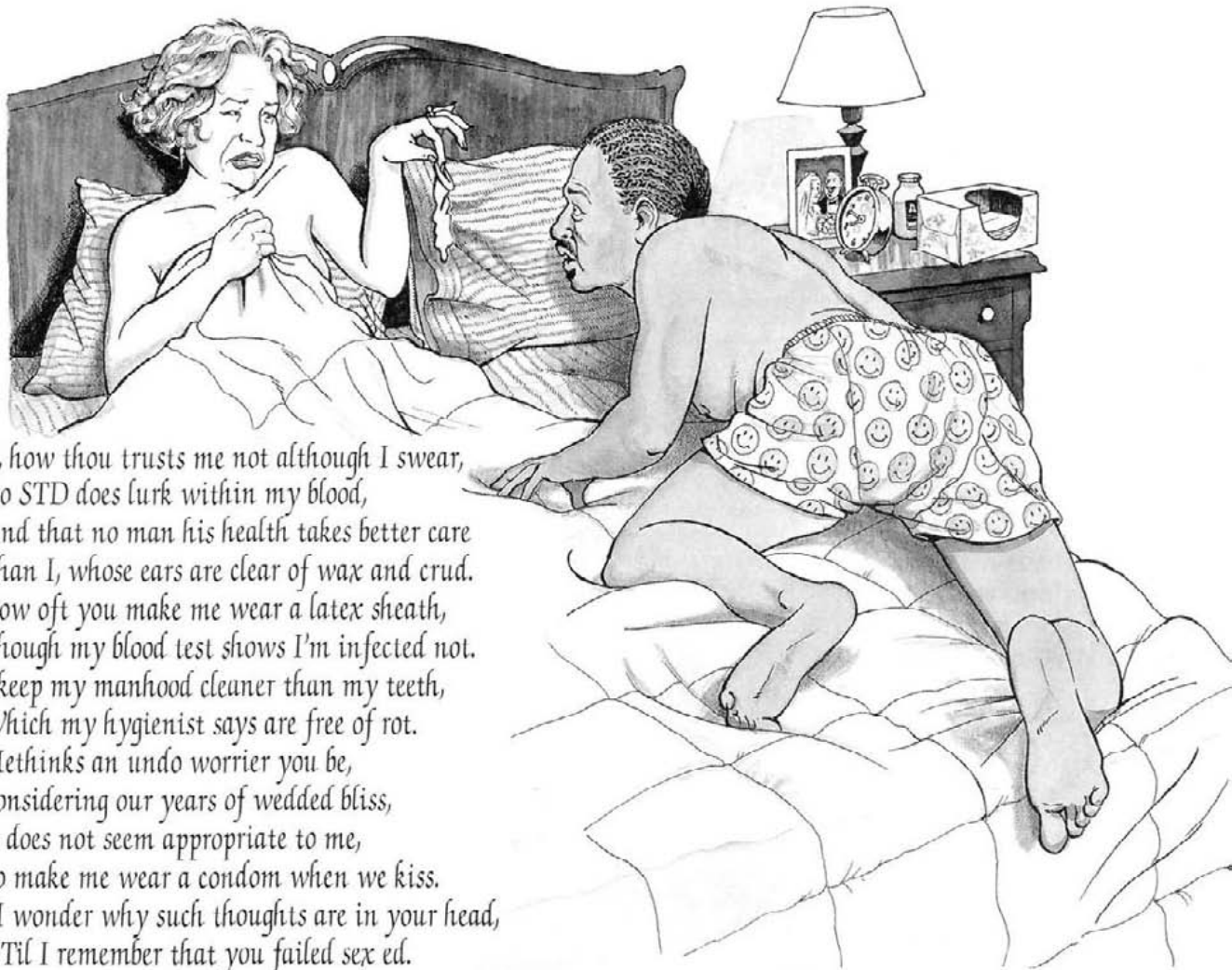
Within my chambers I hath leather whips,
And paddles never meant to hit a ball.
I also keep a horde of metal clips,
To place on breasts large, medium or small.
That I do wish to torture, is quite true,
A maid who doth enjoy such wondrous pain,
Yet here I sit with spirits low and blue,
For women I approach find me insane.
I tell these maidens they should worry not,
If I by chance should break their lovely nose,
For everything short of a rifle shot,
Is covered by all decent HMOs.

Me hopes I find a lass who loves me well,
Before I'm thrown back in mine padded cell.



Whilst you may be my mother's closest friend,
I felt our one-night stand was no mistake.
Yet thou did put it to a sudden end,
By telling all the world on Ricki Lake.
How shocked I was to see you on TV,
Next to my mom, no less, who seemed enraged.
But even more shocked still was I to be,
That you and she had recently engaged.
Why would thou spout such swill for all to hear?
In front of strangers too, why be so brash?
But as I watched, it all became quite clear
That you would stand to make a ton of cash.
That's when I knew I had my side to tell,
So I called Sally Jessy Raphael.





O, how thou trusts me not although I swear,
No STD does lurk within my blood,
And that no man his health takes better care
Than I, whose ears are clear of wax and crud.
How oft you make me wear a latex sheath,
Though my blood test shows I'm infected not.
I keep my manhood cleaner than my teeth,
Which my hygienist says are free of rot.
Methinks an undo worrier you be,
Considering our years of wedded bliss,
It does not seem appropriate to me,
To make me wear a condom when we kiss.
I wonder why such thoughts are in your head,
"Til I remember that you failed sex ed.





No matter what you do, one day you will start behaving just like the people you once vowed to be completely different from: your mother and father! It's a humiliating and terrifying life transition. The only thing you can do is to be aware of the symptoms and desperately try to fight it off! So stand up straight and pay attention as MAD reveals...



Your first thought upon seeing the new Playboy centerfold is, "Geez, I wonder what her parents must think."



You refuse to go all the way with your dinner date unless he eats all his broccoli.

SURE SIGNS THAT YOU'RE TURNING INTO YOUR

P



When a friend shows you his new Air Jordans, you press the toe to see if he has enough room.



You automatically assume that someone who hasn't arrived home on time is lying dead in a gutter.





Your first reaction upon being handed a joint at a party is to wipe off the tip, shake your head and mutter to yourself, "Germs, germs."



You don't join the rest of the audience in shouting "You suck!" to the opening band at a concert because you don't want to hurt its members' feelings.

PARENTS



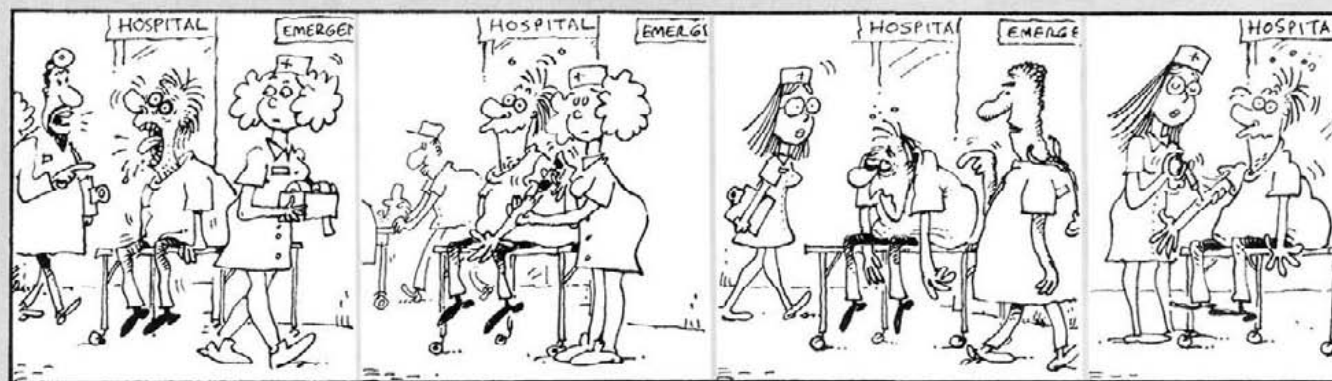
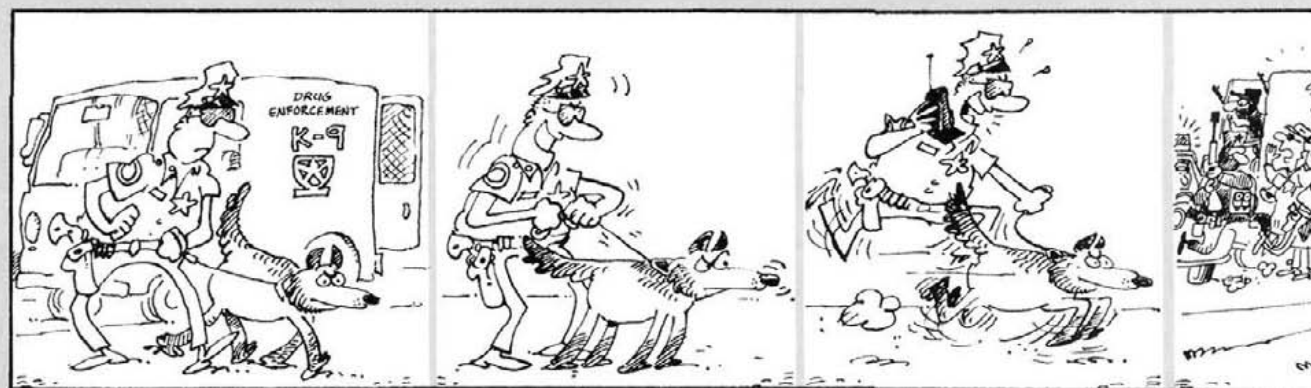
You only go to the mall to buy something...and only if it's practical...and only if it's in a store than doesn't play that loud rap music.



You know which one is Ebert, but you're not sure which one is Beavis.

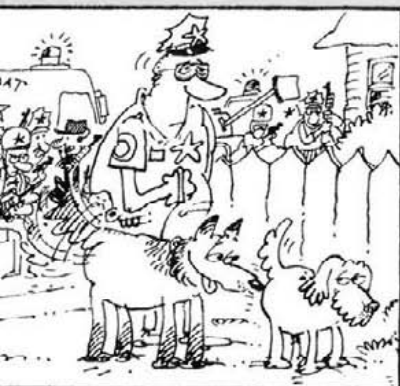


A MAD Look AT

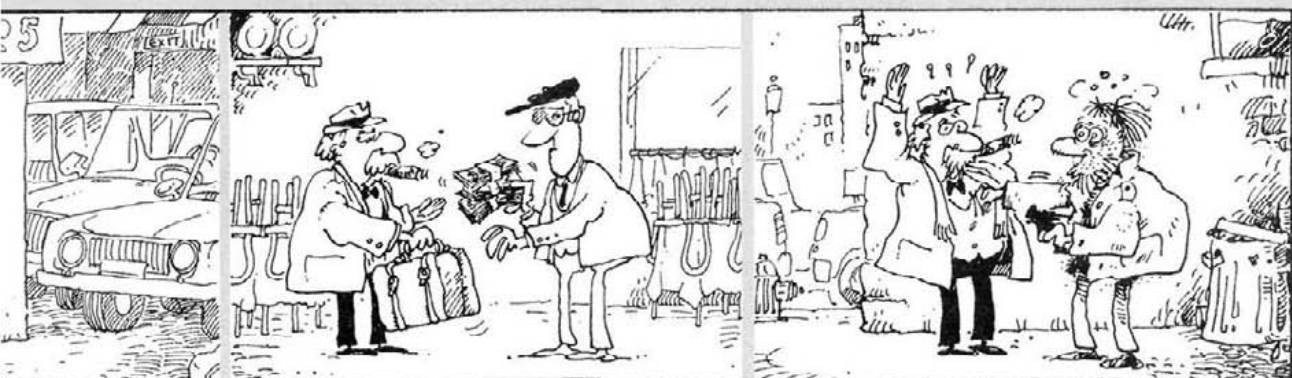


DRUGS

ARTIST AND WRITER: SERGIO ARAGONES









Years ago people used to actually die from a blister. A mere ingrown hair often meant death. It wasn't uncommon for a common cold to wipe out an entire village

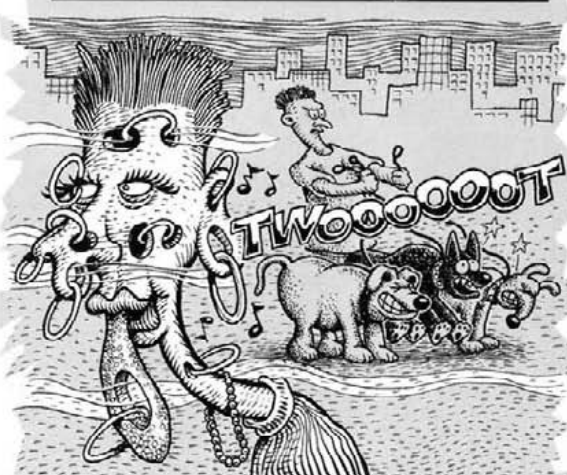
DREADED MEDIC OF YOU

RIGHT WING TALK RADIO BLOOD BLISTER



They're loud, they're in your face and they dominate the dial! Ultra-conservative call-in shows take up more radio space than Hootie and all his Blowfish! Listeners whose politics run to the left of center have no choice but to frantically finger the buttons on their radio in search of a less aggravating alternative. Ironically, fingers on the right hand are most commonly affected.

POST BODY-PIERCING FLESH WHISTLING



Piercing your tongue, eyelid and other body parts might be a great way to make a radical fashion statement, but when the holes get stretched out and saggy, the mind-numbing, high-pitched sounds of the wind rustling through your skin will be a constant irritant to you and everyone around you.

THE STOPLIGHT STEREO BLASTER BROKEN EARDRUM



Until recently, the only thing you had to worry about while waiting at a red light was whether the moron behind you would stop before smashing into your car and sending you through the windshield. But now, you have to be just as concerned with the morons who pull up beside you blasting their fully cranked, glass-shattering, head-piercing, eardrum-rupturing, 1,000 Watt Mega-Bass Sound Systems.

of common folk. But thanks to major advances in science, we no longer live in fear of these once dreaded medical conditions! Instead we now live in fear of these...

AL CONDITIONS

R T I M E S

ECONOMY AIRLINE BOARDING FATIGUE



Discount airlines offer travelers super low fares, but tend to skimp on luxuries such as equipment, maintenance and security. This practice invariably results in nightmarish delays and last minute gate changes, requiring passengers to schlep their luggage from terminal to terminal. Those who manage to make it to a plane are then usually asked to disembark, reboard, dis-disembark and re-reboard, resulting in the exhausted passengers' complete physical collapse.

ARTIST: MONTE WOLVERTON WRITER: DENNIS SNEE

LOW-RIDER JEANS CHAPPED BUTT CRACK



Everyone agrees that wearing your jeans extra low and baggy is dope, fresh, phat and fly. The problem is, the closer to the curb your waistband hangs, the more exposed you leave your unprotected booty to the elements. (Note: Although not specifically designed for this malady, most over-the-counter lip balms and facial salves will provide soothing relief.)

THE WAREHOUSE DISCOUNT STORE HERNIA



Warehouse Discount Stores lure consumers with quality products and unbelievable prices. But buyer beware! Since you've got to carry whatever you purchase, unbelievable savings often come with unbelievable hernias!



THE MAD WORLD



OF... SEX

ARTIST: SHARRY FLENNIKEN

WRITERS: FRANK SANTOPADRE & RICK RODGERS





How did your blind date go last night?

Well, first she wanted to eat at the most expensive restaurant in town, then she didn't even touch her food! All she did was talk about herself, and to top it off we have absolutely nothing in common!

SODA @
POP @
WATER @
ZAPPLE @
SYRUP @

What a nightmare! I guess you won't be seeing her again!

Are you kidding? Of course I will! She had sex with me on the first date!

I can honestly say my new computer has completely changed my sex life!

Yeah, I hear those chat rooms get very steamy!

What chat rooms? My husband is up all night surfing the web! We haven't had sex since we got the damn thing!

Mmm, that was fantastic! I'm so glad we met tonight! Want a cigarette?

No thanks, they're bad for your health!

You're worried about your health? Then how come it took me 20 minutes to talk you into using a condom?!



CLICHÉ IT AIN'T SO DEPT.

Fighting off 15 terrorists with one handgun? Simple! Falling 12 stories through a plate glass skylight? Can do! Setting off hand grenades inside elevator shafts without losing your hearing? You betcha! But the makers of *Die Hard* will be rotting hard before we'll ever get to see these . . .

TRULY UNBELIEVABLE PLOT TWISTS IN ACTION MOVIES 2

The hero is able to escape the Uzi-toting bad guys by climbing inside a metal air vent...



...Unfortunately, as he crawls along, the air vent narrows until it becomes too small to continue and he gets stuck in there and dies.

One of the villain's henchmen makes a blunder that alerts the hero to the evil plot. "Please, boss," apologizes the henchman, "You gotta give me a second chance!"...



...Since he can use the extra help, and since it was an honest mistake, the villain agrees.

ARTIST: MORT DRUCKER

WRITER: DESMOND DEVLIN

The hero is shocked to discover that among the bad guys' hostages is his own estranged ex-wife. And although brief and stressful...



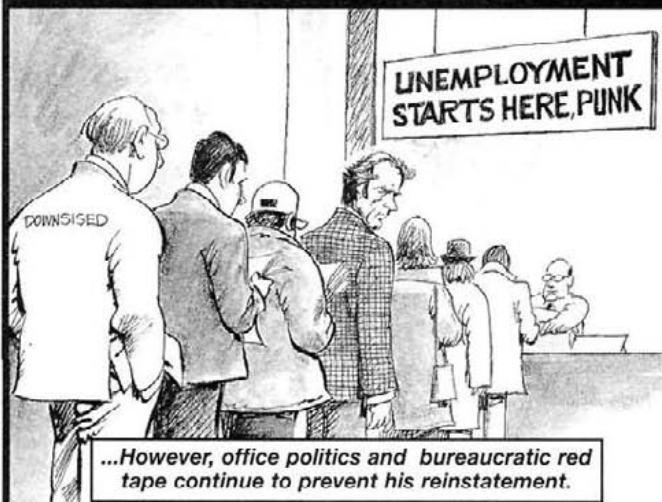
...their renewed contact magically reminds him of all the rottenness in their relationship that made him break off with her in the first place. Walking away from the situation, he mutters to himself, "If she dies, she dies!"

Our hero's longtime partner has just three days left on the job until he can relocate to his condo in the Caribbean. When terrorists seize a nearby office building...



...the head of the department orders him to remain at headquarters, telling him, "Hey, no sense getting hurt right before your retirement!" He agrees.

Despite being on official suspension, our hero goes against "the book" and saves the day...



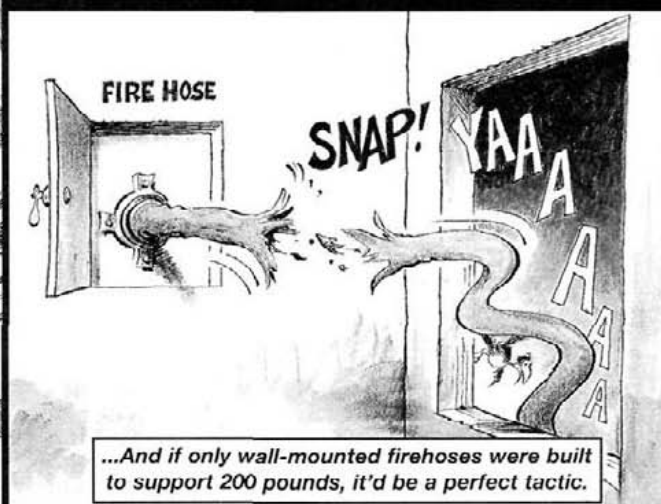
...However, office politics and bureaucratic red tape continue to prevent his reinstatement.

Three or four bad guys are searching the area where the hero is hidden, but he tosses an object across the room, so it will make a noise and divert their attention...



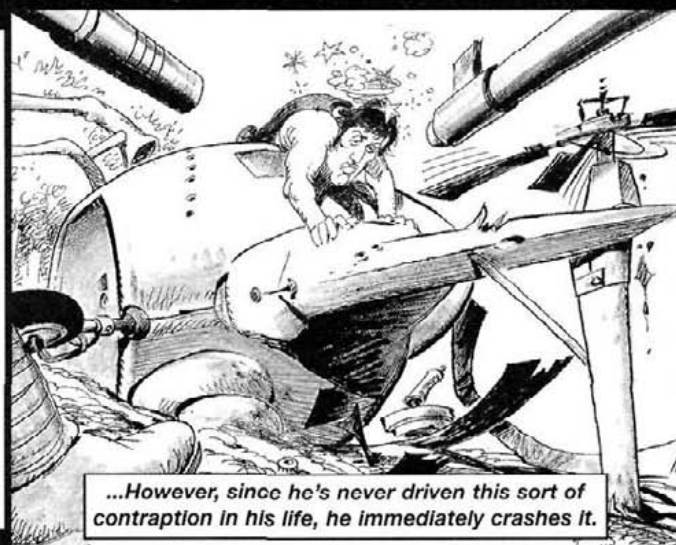
...Too bad they see the object flying through the air first and spray the area it came from with bullets.

The only way for the hero to make an escape is by wrapping a fire hose around his waist and dropping down to the next level...



...And if only wall-mounted firehoses were built to support 200 pounds, it'd be a perfect tactic.

With the bad guys closing in, the hero is forced to commandeer the nearest armored vehicle to bust out of the deathtrap...



...However, since he's never driven this sort of contraption in his life, he immediately crashes it.



BEHIND THE CREMATE BALL DEPT.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars is going to bite the big one!

THIS MONTH'S STIFF-IN-WAITING:



Kathie Lee Gifford

CAUSE OF DEATH

ODDS

Gunned down by rival Honduran sweatshop operators 5:1

Revenge killing by son Cody for all those stories 6:1

Slips on one of Frank's soiled Depends 8:1

Dehydration after a prolonged crying jag
on Regis' shoulder 10:1

Tossed off Carnival Cruise by boatload of
disgruntled passengers 17:1

Acute self-pity 20:1

At IKRAPPA® we stand behind our products.



It's a lot safer than sitting on them or standing in front of them.

Gift Certificates

IKRAPPA® make a wonderful present for those who prefer to make their own decisions regarding bad taste in home furnishings. Choose from virtually useless \$5, \$10 and \$20 denominations, or the more popular \$50 or \$100 denominations.



guaranteed to bring a look of, "Couldn't you have just given me the cash instead?" to the face of any recipient!

Food Court

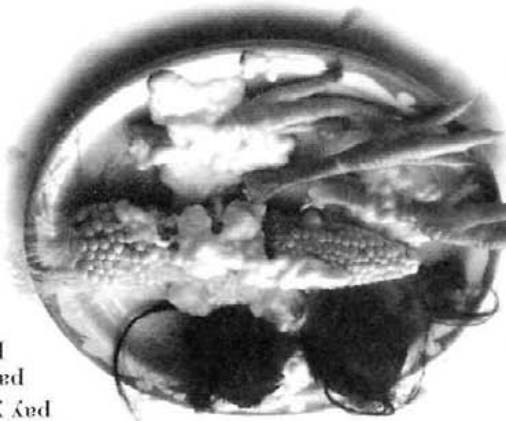
Drop by our restaurant and get ready for the best Swedish food you've ever been served in a furniture store chain prepared by minimum wage-paid immigrants new to America from countries about as far away from Sweden as you can get, and with no prior experience in food preparation or personal hygiene. Undercooked meatballs never tasted so good!

QUALITY ASSURANCE

IKRAPPA® products carry an unconditional warranty. Additionally, many of our products featuring fabric also carry parasites and other vermin. We strive to sell quality products that work well, but in the meantime, we hope you'll be satisfied with what we've got. So, if you find a defect in an IKRAPPA® product or it doesn't work right, you're probably using it wrong. Remember, not all the legs on your IKRAPPA® furniture need be on the floor at the same time for it to function efficiently.

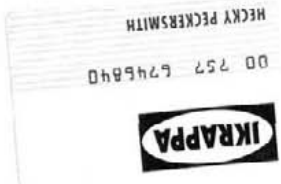
RETURN POLICY

Change your mind? Well, wait awhile (at least 30 days is suggested) and maybe you'll change it again. However, if you're still not happy with what you bought, disassemble it (gee, too bad you threw out that little allen wrench), put it in its original wrapping (hope you didn't tear any of the cardboard it came in) and return it, along with our Return Request Form (available by return mail from Sweden — be sure to note on your request which Nordic language you prefer), to IKRAPPA®. Bring it in between the hours of 11:50 a.m. to noon on the fourth Tuesday of the month, and we'll be happy to exchange it for you. Got all that?



will guarantee that you'll be paying it off and we'll still be making money on that entertainment center long after it's collapsed and been dragged out piece-by-piece-board-piece and thrown in a heap in the alley behind your house. Plus, when you pay with the IKRAPPA® card, we don't have to spend time and money getting involved in those unpleasant "Disputed Charges" problems the big credit card companies come to us with after you break your hip thanks to one of our recliners and refuse to pay your bill. If you don't pay your bill, we'll send Big Lars over and have him break your other hip!

Credit Cards



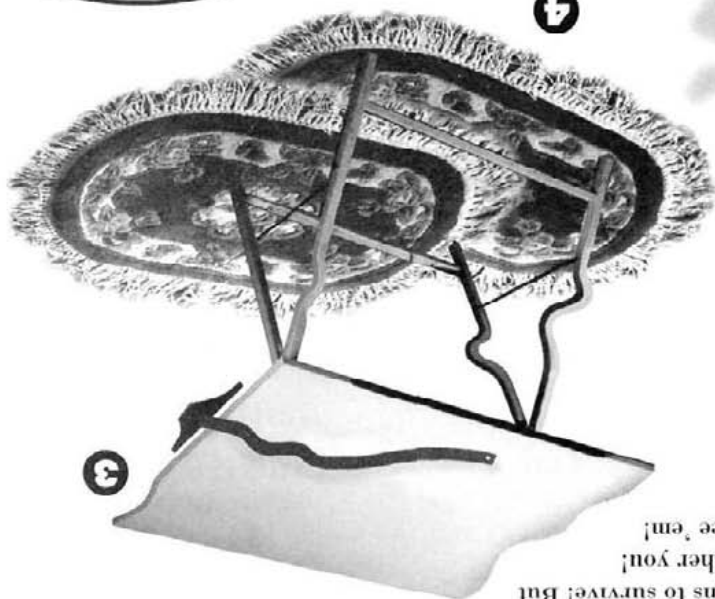
We accept virtually all forms of payment, but we prefer that you pay by the IKRAPPA® Card — our high interest rates



*Be sure to check out our GIMP Mahogany Walker on page 212!



IKRAPPA



4

3

IMPOSSIBLE PRICE
Yes, the ridiculously low prices we pay for each of these exquisite hand-made rugs makes it virtually IMPOSSIBLE for our Third World country artisans to survive! But don't let it bother you! You'll never see 'em!

Shipping and storage are cheaper if you use recycled, micro-thin cardboard to package everything. We do.

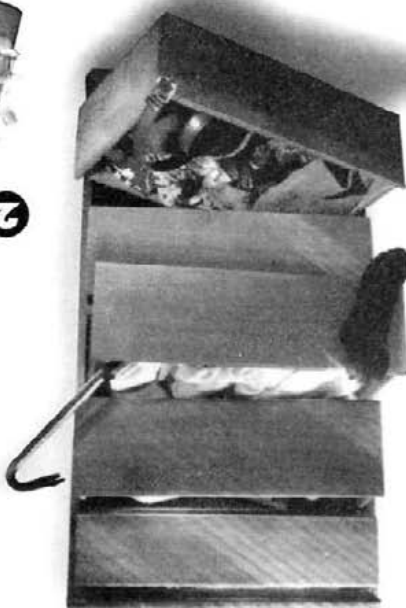


You put everything together with the one odd-sized allen wrench we pack securely into almost every box.



We're the only company that will give inept designers a job. They're so thankful to be employed, they'll never ask for a raise, and we pass the savings on to you.

How can it be good if it doesn't cost a fortune?
Ummm... Well... Er...
Let us try to explain.



1

2



1. STÜCK chest of drawers\$98.00
2. FYRHÄZIRD lamp with tissue paper shade\$32.00
3. WÄRPT architecture desk\$79.00
4. SLÄVLABUR rug\$39.00

You don't have to sacrifice value for quality at IKRAPPA®.



You don't have to sacrifice quality for value, either.



Satisfy your non-conforming tastes with something unique — designs available only at IKRAPPA®!

We made them just for you...

...and the thousands of other people who can't afford to shop at a real furniture store, either.

IKRAPPA

- YÖÖSLIS adjustable rack unit\$22.00
- WOBLÉE table\$69.00
- RIKITEE chairs\$17.00



Because we've already sacrificed them both — and slaughered elegance, durability, and style as well.

1. RÖNG clock, \$14
Telling time is an exciting challenge, thanks to the exclusive four-hand design of our unique wall clock!
2. ÜNLYSINSID framed posters, assorted designs, \$12
Velvet painters from around the world have created these handsome, mass-produced prints that just might remind you of your favorite artist.
3. PÜMSMIR boxes, assorted sizes, \$7
Organizing is a cinch with these storage boxes gathered from Sweden's famous alleyways. They're not used — they're "broken in."
4. NESST chair, \$32
Casual Swedish design meets imported South American wicker in these fantastic chairs. Perfect for indoor or outdoor use!

IKRAPPA® has set out to improve the lives of the majority of people... ..who own the company!

IKRAPPA® was founded in the Swedish province of Poodlestrudel, an area known for its classic, durable, well-designed furniture and housewares crafted from the finest materials available. As such, we had to move, because our overpriced, second-rate items were giving the province a bad name. Good-bye, Sweden. Helloo, USA!



"Commitment" is Swedish for "Promise"

IKRAPPA® has grown out of a commitment to improve the everyday lives of the people who work for us. That commitment isn't just to me, but also to the numerous talented Swedish design school drop-outs who are counting on our customers to purchase and enjoy their "functional" works of "art"... at least until the 30-day warranty expires!



Saving a buck in the name of the environment
But IKRAPPA® has other commitments. We're committed to the environment and recycling. Many customers tell us that our thick, 200+ page catalogue comes in handy when propping up the uneven legs on a lot of the furniture we offer. Each day we shred thousands of overprinted catalogues to mix them in with the mysterious stuffing in our comforters and pillows, bringing the toxicity level of these products down to slightly lower levels than before. And health conscious customers will be happy to know that by early next year, we'll be adding this naturally-high-in-fiber **IKRAPPA®** catalogue to the Swedish meatballs in our restaurant — a much safer alternative to the dangerously low-grade beef we're currently using.



It ain't easy being P.C.

At IKRAPPA®, we're committed to providing furniture and home furnishings for all people from all walks of life. That's why our commercials feature adopted children, divorced mothers and gay couples. We know that the American people will embrace us for embracing them... and hopefully be too busy to notice that they're buying what we in Sweden call "Krappp"! *Umlaut Svenson*

Umlaut Svenson
with one of
the many fine
American
Redwoods
that will be
chopped
down to
produce on
IKRAPPA
catalogue just
like the one
you're holding!

IKRAPPA



CEO, IKRAPPA®
Umlaut Svenson

This is a book about a place that will change
the way you live. Why do we say it like this?
Because a "book" about a "place" sounds better
than a "catalogue" about a "store," so you might
forget how junky the stuff you're looking at is.

Lug



Infect



Search



Duck



Argue



Frustrate



IKRAPPA®

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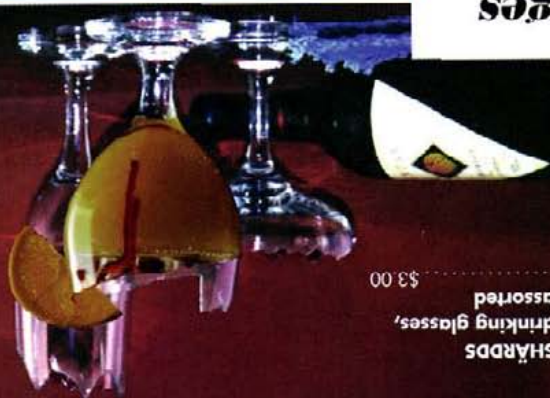
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T

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C



SHARDS
drinking glasses,
assorted
\$3.00



TÖCSIK bowls,
set of four
\$9.00



LEKS vase
\$17.00

**275 pages
of shoddy
merchandise
to give any
look of
a rundown
college dorm**



1997



TIPP
half-rockers
\$119.00



DUNG incense,
assorted scents
(pig, goat, dog, ox)
\$4.00



KOLLAPPS table
\$32.00